

**GRANT WRITING  
BOOT CAMP  
ACTION LAB**

**OCTOBER 29, 2009**

**NJSBA 2009  
ANNUAL WORKSHOP**

**Presented By:  
Terry-Ann Zander & Kate Munning  
Zander Consulting, LLC**

# Grant Proposal Boot Camp

## Action Lab Worksheet

### *Grant Challenge #1*

You're a large (non-Abbott) urban school with a diverse student population. Your school facilities need new roofs, and this would be a great opportunity to install solar panels and make the buildings more environmentally sustainable. Some of this money has been raised through a bond referendum and rebates, but in the difficult economy it would be impossible to raise citizens' taxes any higher. You need to raise as much money as possible to reduce the impact on taxpayers.

### *Grant Challenge #2*

Your rural, regional high school has an innovative program to bring the outside world to your students through satellite and distance-learning technology—conferencing with students in Latin America, virtually touring museums in New York and Paris, and engaging with science professors at great universities. To launch this program, classrooms at various grade levels and in various subjects must be outfitted with hardware, the school must subscribe to satellite and curriculum services, and faculty must be trained to use these tools. Your job is to raise \$100,000 for the first-year launch of the program.

### *Step 1: Research potential funders and record your three best matches.*

- 1.
- 2.
- 3.

### *Step 2: Choose the best prospect and create an outline for your grant proposal.*

### *Step 3: Write a statement of need for your project.*

### *Step 4: Put together a budget using either the funder's template or the form attached.*

### *Step 5: Write a brief cover letter.*



Zander Consulting, LLC

© 2009 Zander Consulting, LLC

# Grant Proposal Tip Sheet

A successful grant proposal is more than a lucky break. It starts with smart research to find the right grant for you, and ends with good communication with your funding organization. With a little imagination, you can implement that innovative project or build that new athletic field. Grants may be the key to your school's financial sustainability.

How can you accomplish this?

**Research** funders in your geographic and interest areas to find the right match.

- Seek out foundations, corporations, and government grants in your region or state.
- Discover funding trends within a funder's organization and across the grantmaking community.
- Find out if anyone on your board or in your school community has a contact at a local foundation or corporation.

**Communicate**

- Be able to clearly articulate the main points of your program to a potential funder.
- Make personal contact by calling the grantmaker to talk to them about your program.
- Get feedback on your proposal before you submit it to increase your chance of success.

**Compose** a concise, eloquent grant proposal.

- Be creative and concrete so your proposal makes an interesting read.
- Keep your budget clear and organized, and double-check the numbers.
- Make sure to include all of the attachments they request, but be selective in attaching documents that are not required.

**Maintain** a strong relationship with the grantmaker through reports, monitoring, and evaluation.

- Create informative reports as necessary and always deliver on time.
- Call or drop a note periodically to keep them apprised of what's going on.
- Invite them for a site visit to see the progress for themselves.

**Cultivate** new funders and go for multi-year awards.

- Be active in the local grantmaking community—make friends and attend events.
- Stay in touch with the grantmaker after your grant period is over or if your proposal is rejected.
- Pitch new projects to different organizations and see what sticks.



Zander Consulting, LLC

© 2009 Zander Consulting, LLC

270 Sparta Avenue, Suite 104, PMB 320, Sparta, NJ 07871 | Tel: 201.874.5971 | [www.zanderconsultingllc.com](http://www.zanderconsultingllc.com)

# Grant Proposal Checklist

## Research potential funders

- See attached resource list for more information

## Contact the grant officer

- Introduce yourself
- Make sure your program fits program guidelines
- Confirm deadlines and contact information

## Write the proposal

- Make sure to include:
  - Cover letter
  - Application
  - Proposal narrative
  - Budget
  - Any required attachments
- Get an objective peer review
- Send the proposal well in advance of the deadline

## Call the grantmaker

- Confirm receipt of proposal
- Ask if they have any questions

## Stay on top of monitoring and evaluation

- Find out specific evaluation and reporting requirements
- Follow those requirements to the letter
- Make sure to include both quantitative and qualitative results

## Make the most of your grant

- Use this valuable PR opportunity
- Involve local media as much as possible
- Invite funder for site visits and events
- Highlight grantmaker in school newsletters and publicity

## Cultivate a long-term relationship

- Keep in touch with a grantmaker after the grant period has ended
- Be active in the grantmaking community—make friends and attend events



Zander Consulting, LLC

© 2009 Zander Consulting, LLC

270 Sparta Avenue, Suite 104, PMB 320, Sparta, NJ 07871 | Tel: 201.874.5971 | [www.zanderconsultingllc.com](http://www.zanderconsultingllc.com)

[Date]

[Contact Name]

[Contact Title]

[Grantmaking Agency]

[Address]

[Address]

Dear [Contact],

On behalf of [school or organization], I am pleased present a proposal to [organization]. We ask that you consider providing a gift of [\$amount] for [short project description and statement of need].

**[Insert a brief paragraph about your school or organization. Include mission statement.]**

We look forward to discussing this with you in more detail and possibly working with you on this program. If you have any questions, please contact us a [phone number and email].

Sincerely,

[Name]

[Title]

## Budget Sample

Most grant makers will request both a general operating budget and special project budget (if applicable). Budgets are cost projections. They are also show the funder how your project will be implemented and managed. Good budgets reflect carefully planned projects. This is a sample-operating budget.

Budget Purpose: \_\_\_\_\_ General Operating Support \_\_\_\_\_ Project Support

Budget Period: \_\_\_\_\_ to \_\_\_\_\_

I. Income		II. Expense	
Sources	Amt	Uses	Amt
<b>Revenue</b>		<b>Support</b>	
Government grants & contracts		Salaries & Fringe Benefits (for project budgets detail each position to be funded)	
Banks & Foundations		Salaries, Fringe & OTPS	
Earned Income		Salaries, Fringe & OTPS	
Fundraising		Insurance & taxes	
Donations		Consultants & professional fees	
In-kind support		In-kind expenses	
<b>I. TOTAL INCOME</b>	\$	<b>II. TOTAL EXPENSE</b>	\$
<b>Detail of Other Than Personnel Services (OTPS)</b>		Subtotal OTPS Expenses	\$
Banks & Foundations		Equipment	
Earned Income		Supplies	
Earned Income		Printing & copying	
Earned Income, Banks & Foundations		Telephone & fax	
Earned Income, Banks & Foundations		Postage & delivery	
Earned Income		Rent & utilities	
Other Income (specify)		Other Expense (specify)	
Other Income		Other Expense (specify)	
Other Income		Other Expense (specify)	
<b>I. TOTAL INCOME</b>	\$	<b>II. TOTAL EXPENSE</b>	\$
		Net Income (income less expense)	\$